



MAWEL ABELLANA

SR. GRAPHIC / WEB / GRAPHIC DESIGNER / MOTION DESIGNER

WEBSITE



<https://mawelabellana.design/>

LINKEDIN



<https://www.linkedin.com/in/mawelabellana>

PORTFOLIO

Explore my work: [View my Portfolio](#)

CONTACT INFO

Phone 0945-826-8852
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Address Bulacan, Philippines

SKILLS

Design & Creative Software

- Adobe Photoshop (Image Editing & Retouching)
- Adobe Illustrator (Vector Graphics & Logo Design)
- Adobe InDesign (Print & Layout Design)
- Figma (UI/UX Design & Prototyping)

Motion Graphics & Video Editing

- Adobe After Effects (Animation & Visual Effects)
- Adobe Premiere Pro (Video Editing & Production)

Web Design & Development

- Web Design Principles (UI/UX, Responsive Design)
 - HTML (Structure & Semantic Markup)
 - CSS (Styling & Layout Design)
 - JavaScript (Interactive Web Development)
- Additional Skills
- Motion Graphics (Animation & Visual Storytelling)
 - Frontend Development (Website Creation & Optimization)
 - Branding & Digital Content Creation

MY PROFILE

Passionate about crafting visually engaging content, I bring a blend of video editing, graphic design, and web development skills to every project. With a keen eye for aesthetics and functionality, I create designs that captivate and websites that deliver seamless user experiences. I excel at translating ideas into compelling visuals, ensuring each project is polished, effective, and on-brand. My goal is to merge creativity with technical precision to produce high-quality digital content that leaves a lasting impact.

WORK EXPERIENCE

- Sr. Web Designer / Graphic Designer** 2018 - PRESENT
Ingram Micro Philippines
I specialize in creating visually compelling designs that enhance brand presence and user experience across multiple markets. My role involves developing web assets, digital graphics, and marketing materials tailored to diverse audiences, ensuring consistency while adapting to regional preferences and cultural nuances.
- Web Designer** 2015 - 2017
Personiv
Web Designer at Personiv, I have spent two years crafting visually engaging and high-performing websites using Duda, a leading website-building platform. My role involves designing and developing responsive, user-friendly web experiences tailored to various clients across industries, ensuring optimized functionality and aesthetic appeal.
- Game Designer** 2013 - 2014
Aruze Global Shared Philippines
Analyzed mechanics, payout structures, and user interactions to optimize performance and compliance with industry standards. As a mathematician, I developed and verified RNG (Random Number Generator) algorithms, payout percentages, and volatility models to balance player engagement and profitability.

Professional Development & Certification

- Frontend Mentor** Active Member
Active member, honing front-end development skills through real-world projects and challenges.
- ZeroToHeroMastery** Enrolled
Currently enrolled, advancing expertise in web development, programming, and industry best practices.
- Motion Graphics Tutorials (Online Learning)** Self-paced
Expanding proficiency in animation and motion design techniques to enhance visual storytelling.